

I was in a cell phone store two days ago, thinking to myself how distant the true bill is from the advertised rate, and heard at least three other people voicing the same basic sentiment.

Their advertised rates should include these fees. Allowing them to indulge in their billing hucksterism is a huge disservice to consumers. They need to disclose these fees up-front, as part of the monthly rate. They're a non-optional part of the bills they present to consumers, and this needs to be regulated to level the playing field and bring true disclosure to the public.